

# NEW YORK CITY *Composite*

## Total New York City

New York City is divided into five boroughs—Manhattan, Brooklyn, Bronx, Queens, and Richmond. These five units of the city contain a population of 7,454,995. The suburban area adds 5,501,296 more, making a city and suburban market of just under 13,000,000 people.

The principal difference between New York and other cities is "size." It has more people who live in apartment houses. And it has more who live in private dwellings. It has more native-born population, and it has more foreign-born. It has more rich and it has more poor. Except for size, it follows fairly closely the pattern for all American cities.

Perhaps more than any other factor, good transportation at minimum fares has welded New York's five boroughs into a unified city. Subway transportation, with a five-cent fare, reaches out into all boroughs except Richmond. During the 1930-1940 decade, New York extended its already extensive subway facilities. It also added innumerable bus routes, many of which carry residents from more remote sections to subway terminals and stations.

The amazing potential of a city housing so many people is evident in the trade figures furnished by the Census of Business. New York's annual net retail sales exceed three billion dollars. Food sales run to almost a billion dollars, and apparel sales to almost half a billion.

New York is office headquarters for much of American business. The world's most impressive collection of office buildings blends into its skyline. And it is also a great manufacturing center. The value of its manufactured products in a non-war year exceeds four billion dollars. As a wholesale center, New York does a tremendous volume of business, with sales just short of 13 billion dollars annually.

In a decade when the population of many large cities stood still, New York added more than half a million residents. This small spot on the map, postage-stamp in area, is the wealthiest market in the world. We hope that the information in this analysis of New York City will help American business to reap a greater reward from America's first market.

**AREA**—Square Miles . . . . . 299

**POPULATION** (U. S. Census, 1940) . . . 7,454,995

**FAMILIES** (U. S. Census, 1940) . . . . 2,048,027

### MANUFACTURES (U. S. Census, 1939)

Number of establishments . . . . .	26,651
Number of wage earners . . . . .	512,666
Value of manufactured products . . .	\$4,108,750,275
Value added by manufacture . . . .	\$1,871,005,806

### WHOLESALE TRADE (U. S. Census, 1939)

Number of establishments . . . . .	24,042
People employed (yearly average) . .	241,405
Net sales volume . . . . .	\$12,954,252,000

### RETAIL TRADE (U. S. Census, 1939)

Number of outlets . . . . .	115,183
People employed (Total—proprietors, full and part time employees) . . . . .	439,588
Proprietors . . . . .	103,755
Full time employees . . . . .	292,265
Part time employees . . . . .	43,568
Net sales . . . . .	\$3,191,250,000

### MAJOR RETAIL CLASSIFICATIONS (U.S. Census, 1939)

	Outlets	Sales
Food group . . . . .	47,930	\$864,220,000
Apparel group . . . . .	12,630	477,368,000
General merchandise group . . . . .	4,215	397,968,000
Grocery & combination stores . . . . .	16,419	387,371,000
Furniture & household . . . . .	3,893	157,741,000
Drug stores . . . . .	4,003	88,569,000

### MISCELLANEOUS MARKET DATA

Passenger car registrations (N. Y. Motor Vehicle Bureau, 1940) . . . . .	835,213
New passenger car sales (Sherlock & Arnold, 1940) . . . . .	105,837
Families having radio sets (U. S. Census, 1940) . . . . .	1,910,205
Marriages (N. Y. C. Health Dept., 1941) . .	83,014
Births (N. Y. C. Health Dept., 1941) . . .	114,361
Individual income tax returns (U. S. Treasury Dept., 1940) . . . . .	1,346,925
Savings (Savings Bank Assn., Dec. 1942)	
Deposits . . . . .	\$4,379,034,180
Depositors . . . . .	4,565,878
Residence telephones (N. Y. Telephone Co., Dec. 1941) . . . . .	787,607



# NEW YORK CITY

## DESCRIPTION:

POPULATION 7,454,995  
(more than twice the size of Chicago)  
Native white 4,897,481  
Foreign-born white 2,080,020  
Negro 458,444  
Other races 19,050

Some two-fifths of the foreign-born are Jews from Russia and Central Europe; another fifth are Italians; balance largely from other European countries.

FAMILIES 2,047,919  
—owner families 323,143  
—tenant families 1,724,776

### FAMILIES BY MONTHLY RENT & ANNUAL EXPENDITURE GROUPS

Rental	Expenditure	
\$150 & up	\$10,000 & up	31,868
100-149	6,000-9,999	52,264
75-99	4,500-5,999	90,290
50-74	3,000-4,499	369,241
30-49	1,800-2,999	898,629
40-49	2,400-2,999	387,188
30-39	1,800-2,399	511,441
Under 30	Under 1,800	556,114
Unknown		49,513

Median family expenditure \$2,320  
Average family expenditure \$2,740  
RESIDENTIAL STRUCTURES 618,087  
—one-family houses 286,497  
—two-family houses 146,350  
—three-or-more-family houses 185,240

## NOTES

NEW YORK CITY is divided into five boroughs, with a total of 116 survey districts.

A SEPARATE MAP PAGE for each district is included in this study. All statistical information is from the 1940 Federal Census.

COLORS indicate median levels of rent and family expenditure. No area is colored which does not contain residential population. Since color represents only the median—or prevailing—family expenditure level for a given area, it will be seen that no single colored area need consist exclusively of families in that expenditure range. The total number of families in each range, regardless of location, is shown in the table on this page.

MEDIANS are considered preferable to arithmetic averages in picturing prevailing family expenditures, because they are not distorted by extreme cases at the high or low end of the series.

COPYRIGHT 1943

## DISTRICTS—name & number

### MANHATTAN

- 1 Battery Park
- 2 Greenwich Village
- 3 Lower East Side
- 4 Hell's Kitchen
- 5 Chelsea
- 6 Madison Square
- 7 Stuyvesant Square
- 8 De Witt Clinton
- 9 Columbus Circle
- 10 Times Square
- 11 Plaza
- 12 Queensboro Bridge
- 13 Central Park West
- 14 Fifth Avenue
- 15 Yorkville
- 16 Columbia University
- 17 Manhattanville
- 18 Mount Morris Park
- 19 Jefferson Park
- 20 Harlem Bridge
- 21 City College
- 22 Harlem
- 23 Washington Heights
- 24 Inwood

### BROOKLYN

- 1 Greenpoint
- 2 Williamsburg
- 3 English Kills
- 4 Brooklyn Heights
- 5 Fordham Heights
- 6 Bronx Park

### BRONX

- 1 North New York
- 2 St. Mary's Park
- 3 Highbridge
- 4 Morrisania
- 5 Fordham Heights
- 6 Bronx Park

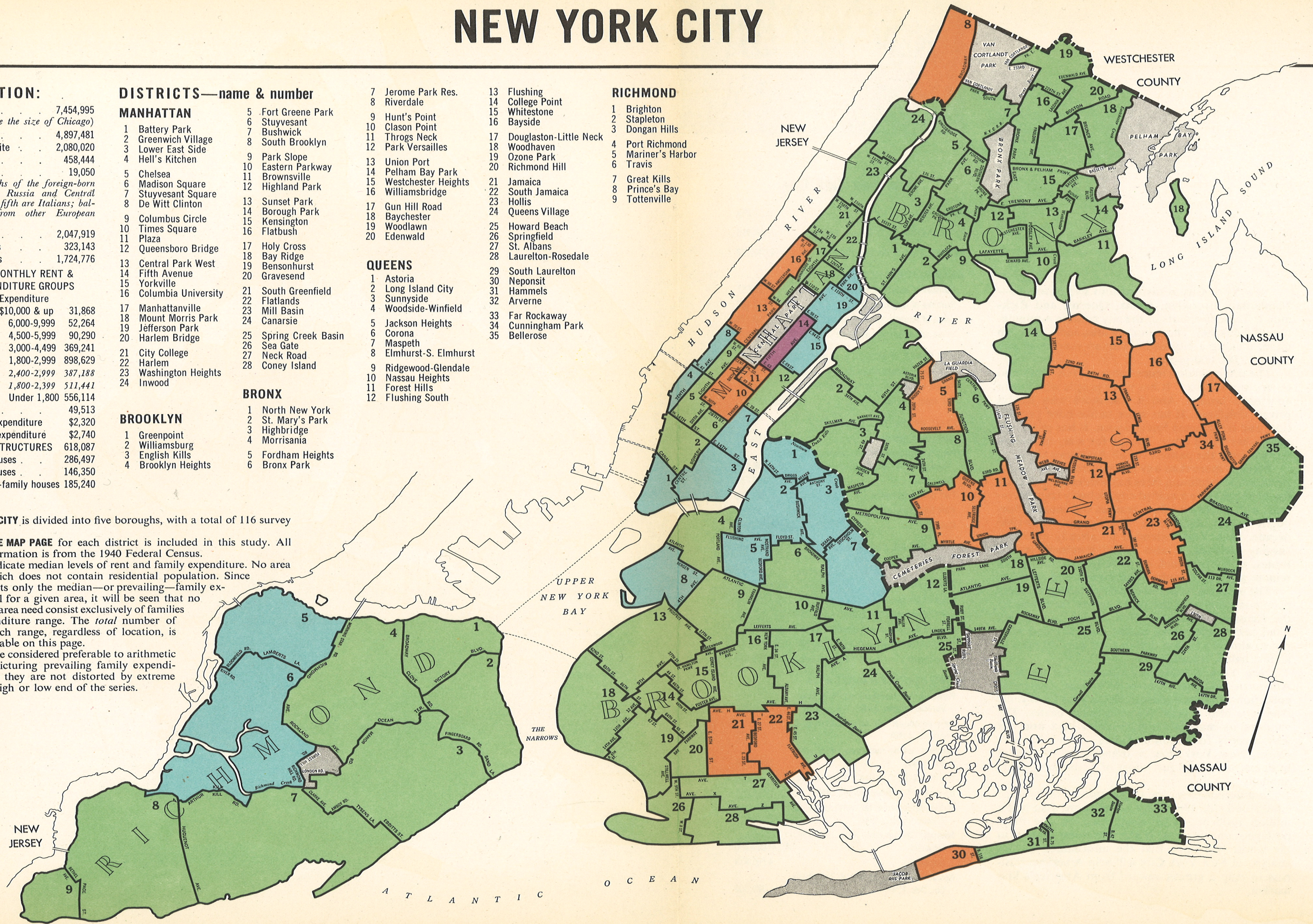
- 7 Jerome Park Res.
- 8 Riverdale
- 9 Hunt's Point
- 10 Clason Point
- 11 Throgs Neck
- 12 Park Versailles
- 13 Union Port
- 14 Pelham Bay Park
- 15 Westchester Heights
- 16 Williamsbridge
- 17 Gun Hill Road
- 18 Baychester
- 19 Woodlawn
- 20 Edenwald

### QUEENS

- 1 Astoria
- 2 Long Island City
- 3 Sunnyside
- 4 Woodside-Winfield
- 5 Jackson Heights
- 6 Corona
- 7 Maspeth
- 8 Elmhurst-S. Elmhurst
- 9 Ridgewood-Glendale
- 10 Nassau Heights
- 11 Forest Hills
- 12 Flushing South

### RICHMOND

- 1 Brighton
- 2 Stapleton
- 3 Dongan Hills
- 4 Port Richmond
- 5 Mariner's Harbor
- 6 Travis
- 7 Great Kills
- 8 Prince's Bay
- 9 Tottenville
- 13 Flushing
- 14 College Point
- 15 Whitestone
- 16 Bayside
- 17 Douglaston-Little Neck
- 18 Woodhaven
- 19 Ozone Park
- 20 Richmond Hill
- 21 Jamaica
- 22 South Jamaica
- 23 Hollis
- 24 Queens Village
- 25 Howard Beach
- 26 Springfield
- 27 St. Albans
- 28 Laurelton-Rosedale
- 29 South Laurelton
- 30 Neponsit
- 31 Hammels
- 32 Arverne
- 33 Far Rockaway
- 34 Cunningham Park
- 35 Bellerose





# MANHATTAN

## *Composite*

For several centuries, Manhattan has been an important American market. Today it is the second largest borough of New York City, exceeded in population only by Brooklyn.

In area, Manhattan is the smallest of the five boroughs of New York City. But it packs 1,889,924 people into its 22 square miles—a city almost the size of Philadelphia. Manhattan's daytime population exceeds its resident population. It assimilates more than 300,000 suburban commuters a day. Its transients are estimated at 130,000. The other four boroughs pour in their business population to fill offices, factories, and stores.

As a retail market, Manhattan has no equal in any other New York City borough, or in any other American city. Retail sales total \$1,587,387,000—a volume larger than Chicago's. On top of this, it has an amazing wholesale trade of nearly twelve billion dollars—22 per cent of the volume for the entire country.

Manhattan is not noted as a manufacturing center. But the value of its manufactured products in 1939 was \$2,618,700,898. This is only slightly lower than Chicago's.

Since the 1930 Census, during a period marred by a great depression, Manhattan experienced a tremendous physical improvement. Its Sixth Avenue and Second Avenue elevated structures were torn down, brightening those two important shopping streets. The West Side Highway, presenting an uninterrupted motor thoroughfare from north to south, was opened late in 1930. The new East River Drive has done the same thing for the east side of Manhattan. The Triboro Bridge was built; the Lincoln Tunnel under the Hudson; the Queens Midtown Tunnel under the East River. The Independent Subway opened its Eighth Avenue Line, its East Side spur, its Sixth Avenue Line, bringing better transportation to hundreds of thousands.

Manhattan built several big new housing projects, including Knickerbocker Village, Vladeck Houses, and the Harlem River Housing Project. In the West Fifties, whole blocks of old and often picturesque brick and brownstone dwellings were razed to make room for the great Rockefeller Center development.

Numerous slum areas were torn down to make room for parks, playgrounds, and housing developments. As a result, a few of the more crowded districts, such as the Lower East Side and Jefferson Park on the upper reaches of the East River, lost population. Central Park West, heavy with large apartment buildings, showed the largest gain of any district, with an increase of 32,000 people.

Manhattan reversed its trend of the previous decade by gaining population between 1930 and 1940. The gain was only one per cent, but in the 1920-1930 decade, it had lost approximately 400,000 people to the suburbs and the other boroughs.

## Manhattan Borough

**AREA**—Square miles . . . . . 22

**POPULATION** (U. S. Census, 1940) . . . 1,889,924

**FAMILIES** (U. S. Census, 1940) . . . . 548,383

### **MANUFACTURES** (U. S. Census, 1939)

Number of establishments . . . . . 18,949

Number of wage earners . . . . . 300,102

Value of manufactured products . . \$2,618,700,898

Value added by manufacture . . . \$1,149,488,026

### **WHOLESALE TRADE** (U. S. Census, 1939)

Number of establishments . . . . . 19,997

People employed (yearly average) . . . 203,427

Net sales volume . . . . . \$11,883,147,000

### **RETAIL TRADE** (U. S. Census, 1939)

Number of outlets . . . . . 40,050

People employed (Total—proprietors, full and part time employees) . . . . 235,417

Proprietors . . . . . 33,817

Full time employees . . . . . 178,839

Part time employees . . . . . 22,761

Net sales . . . . . \$1,578,387,000

### **MAJOR RETAIL CLASSIFICATIONS** (U. S. Census, 1939)

	Outlets	Sales
Apparel group . . . . .	6,083	\$324,422,000
General merchandise group . . . . .	1,106	277,373,000
Food group . . . . .	12,212	237,608,000
Grocery & combination stores . . . . .	4,219	114,597,000
Furniture & household . . . . .	1,489	80,268,000
Drug stores . . . . .	1,119	41,573,000

### **MISCELLANEOUS MARKET DATA**

Passenger car registrations (N. Y. State Motor Vehicle Bureau, 1940) . . . . 137,423

New passenger car sales (Sherlock & Arnold, 1940) . . . . . 26,053

Families having radio sets (U. S. Census, 1940) . . . . . 499,120

Marriages (N. Y. C. Health Dept., 1941) . . . . 23,383

Births (N. Y. C. Health Dept., 1941) . . . . 36,451

Individual income tax returns (U. S. Treasury Dept., 1940) . . . . . 637,708

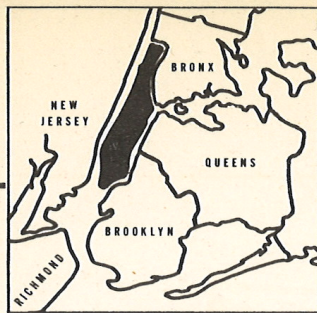
### **Savings** (Savings Bank Assn., Dec. 1942)

Deposits . . . . . \$2,637,386,672

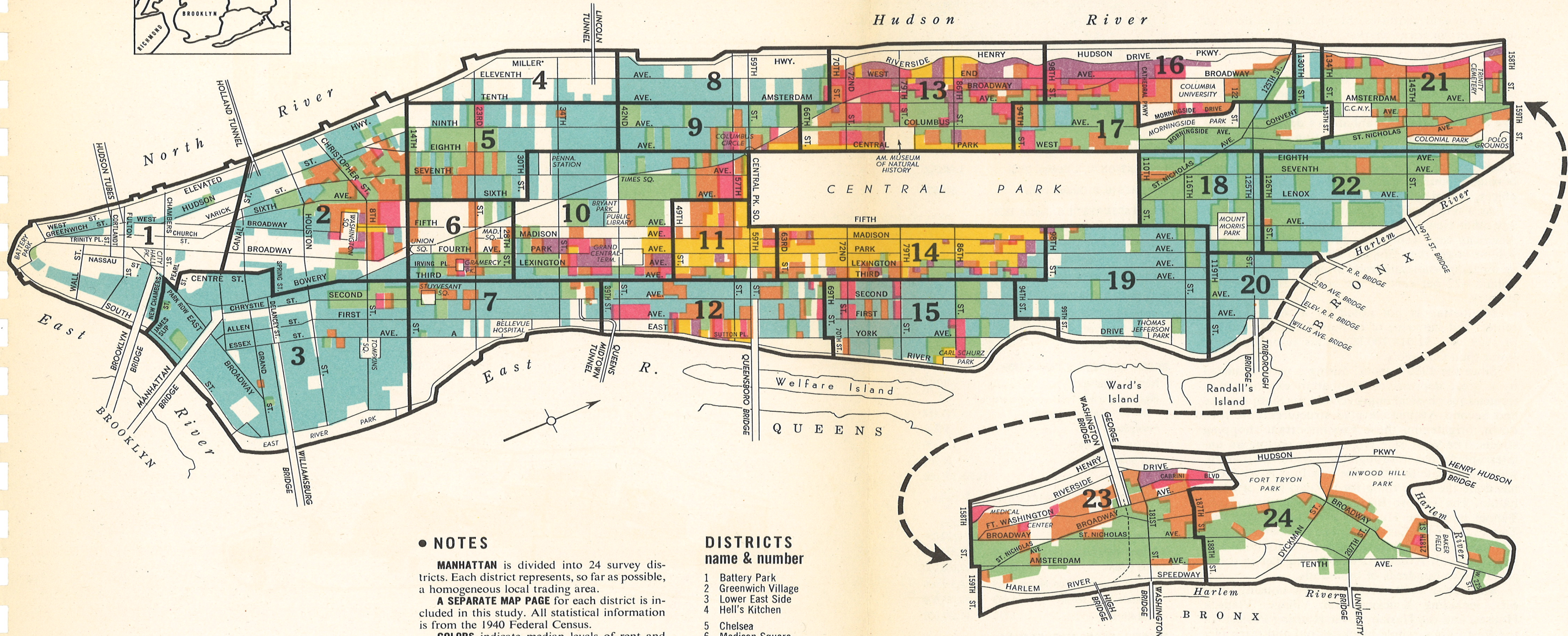
Depositors . . . . . 2,438,957

Residence telephones (N. Y. Telephone Co., Dec. 1941) . . . . . 219,835





# MANHATTAN



## • NOTES

**MANHATTAN** is divided into 24 survey districts. Each district represents, so far as possible, a homogeneous local trading area.

A **SEPARATE MAP PAGE** for each district is included in this study. All statistical information is from the 1940 Federal Census.

**COLORS** indicate median levels of rent and family expenditure. No area is colored which does not contain residential population. Since color represents only the median—or prevailing—family expenditure level for a given area, it will be seen that no single colored area need consist exclusively of families in that expenditure range. The *total* number of families in each range, regardless of location, is shown in the table at the right.

**MEDIANS** are considered preferable to arithmetic averages in picturing prevailing family expenditures, because they are not distorted by extreme cases at the high or low end of the series.

## DISTRICTS name & number

- 1 Battery Park
- 2 Greenwich Village
- 3 Lower East Side
- 4 Hell's Kitchen
- 5 Chelsea
- 6 Madison Square
- 7 Stuyvesant Square
- 8 De Witt Clinton
- 9 Columbus Circle
- 10 Times Square
- 11 Plaza
- 12 Queensboro Bridge
- 13 Central Park West
- 14 Fifth Avenue
- 15 Yorkville
- 16 Columbia University
- 17 Manhattanville
- 18 Mount Morris Park
- 19 Jefferson Park
- 20 Harlem Bridge
- 21 City College
- 22 Harlem
- 23 Washington Heights
- 24 Inwood

## DESCRIPTION:

POPULATION	1,889,924
(larger than Detroit, Mich.)	
Native white	1,037,428
Foreign-born white	540,197
Negro	298,365
Other races	13,934
<i>Jews from Russia and Central Europe comprise about two-fifths of the foreign-born; Italians one-fifth, Irish one-tenth. Germans, and many other nationality groups, have neighborhood representation.</i>	
FAMILIES	548,378
—owner families	6,344
—tenant families	542,034

## FAMILIES BY MONTHLY RENT & ANNUAL EXPENDITURE GROUPS

Rental	Expenditure	
\$150 & up	\$10,000 & up	22,086
100-149	6,000-9,999	26,587
75- 99	4,500-5,999	32,253
50- 74	3,000-4,499	82,812
30- 49	1,800-2,999	179,116
40- 49	2,400-2,999	71,947
30- 39	1,800-2,399	107,169
Under 30	Under 1,800	200,212
Unknown		5,312
Median family expenditure	\$2,200	
Average family expenditure	\$3,010	

RESIDENTIAL STRUCTURES	53,566
—one-family houses	10,277
—two-family houses	1,901
—three-or-more-family houses	41,388



# BRONX

## Composite

In 1940, 1,394,711 New Yorkers lived in the Bronx. It is the third largest borough in New York City. In the 1930-1940 decade, it added more than 125,000 population.

The Bronx is almost as large as Baltimore and Buffalo combined. It has about the same number of families as Cleveland and Cincinnati combined. Bronx residents do much of their retail buying in Manhattan. But it is still an important retail market, with a sales volume almost equal to that of St. Louis. In nearly 9,000 food outlets alone, Bronx residents spend more than \$157,000,000.

In manufacturing, the Bronx is fourth borough. But its manufactured products, valued at \$115,000,000, constitute a healthy industrial market. Wholesale trade, too, was considerable for a borough primarily residential, with a volume exceeding \$226,000,000.

Bronx residents live mostly in apartments, although there are several neighborhoods restricted to private dwellings. Only eight per cent of the population lives in owned homes.

Apartment building was heavy in the 1930-1940 decade. The Independent Subway under Grand Concourse opened in 1933, contributed to this development. The Bronx also is the site of the largest housing development in the world—Parkchester. This project added 40,000 apartment dwellers to the population, but only a small fraction of this number was included in the 1940 Census.

The Bronx has profited by a number of improvements in addition to the new subway. The beautiful Henry Hudson Parkway, opened in 1938, offers easy access to New York from the north and New England. The Triborough Bridge and the Whitestone Bridge make travel to Queens and Long Island much simpler than with the now-discontinued College Point Ferry.

Some portions of the Bronx are thickly populated, particularly the southern districts adjoining the Harlem River. But in eastern Bronx there are wide open spaces, with no dwellings for blocks. Transportation is the main cause for the variation. The Bronx also has large areas in parks. Pelham Bay Park is the largest in New York, and Van Cortlandt and Bronx Park, with the zoo, cover a large expanse.

The principal shopping district is on Fordham Road, with hundreds of stores, many of them quality shops. An older and still popular business section is on Third Avenue in District 1. These two areas have the largest concentration of the 17,109 outlets responsible for retail trade in the Bronx.

## Bronx Borough

**AREA**—Square miles . . . . . 41

**POPULATION** (U. S. Census, 1940) . . . . . 1,394,711

**FAMILIES** (U. S. Census, 1940) . . . . . 377,947

### MANUFACTURES (U. S. Census, 1939)

Number of establishments . . . . .	1,082
Number of wage earners . . . . .	18,577
Value of manufactured products . . . . .	\$115,752,382
Value added by manufacture . . . . .	\$63,218,498

### WHOLESALE TRADE (U. S. Census, 1939)

Number of establishments . . . . .	862
People employed (yearly average) . . . . .	7,663
Net sales volume . . . . .	\$226,323,000

### RETAIL TRADE (U. S. Census, 1939)

Number of outlets . . . . .	17,109
People employed (Total—proprietors, full and part time employees) . . . . .	42,805
Proprietors . . . . .	16,463
Full time employees . . . . .	22,261
Part time employees . . . . .	4,081
Net sales . . . . .	\$349,293,000

### MAJOR RETAIL CLASSIFICATIONS (U. S. Census, 1939)

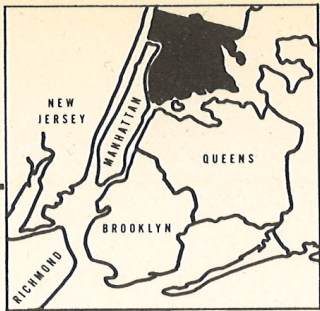
	Outlets	Sales
Food group . . . . .	8,984	\$157,855,000
Grocery & combination stores . . . . .	2,814	61,119,000
Apparel group . . . . .	1,398	34,224,000
General merchandise group . . . . .	670	17,626,000
Furniture & household . . . . .	571	16,798,000
Drug stores . . . . .	614	10,308,000

### MISCELLANEOUS MARKET DATA

Passenger car registrations (N. Y. State Motor Vehicle Bureau, 1940) . . . . .	135,730
New passenger car sales (Sherlock & Arnold, 1940) . . . . .	15,814
Families having radio sets (U. S. Census, 1940) . . . . .	357,134
Marriages (N. Y. C. Health Dept., 1941) . . . . .	14,842
Births (N. Y. C. Health Dept., 1941) . . . . .	16,057
Individual income tax returns (U. S. Treasury Dept., 1940) . . . . .	147,864
Savings (Savings Bank Assn., Dec. 1942)	
Deposits . . . . .	\$187,619,238
Depositors . . . . .	236,109
Residence Telephones (N. Y. Telephone Co., Dec. 1941) . . . . .	131,639



# BRONX



## DISTRICTS name & number

- 1 North New York
- 2 St. Mary's Park
- 3 Highbridge
- 4 Morrisania
- 5 Fordham Heights
- 6 Bronx Park
- 7 Jerome Park Res.
- 8 Riverdale
- 9 Hunt's Point
- 10 Clason Point
- 11 Throgs Neck
- 12 Park Versailles
- 13 Union Port
- 14 Pelham Bay Park
- 15 Westchester Heights
- 16 Williamsbridge
- 17 Gun Hill Road
- 18 Baychester
- 19 Woodlawn
- 20 Edenwald

## NOTES:

**BRONX** is divided into 20 survey districts. Each district represents, so far as possible, a homogeneous local trading area.

A **SEPARATE MAP PAGE** for each district is included in this study. All statistical information is from the 1940 Federal Census.

**COLORS** indicate median levels of rent and family expenditure. No area is colored which does not contain residential population. Since color represents only the median—or prevailing—family expenditure level for a given area, it will be seen that no single colored area need consist exclusively of families in that expenditure range. The **total** number of families in each range, regardless of location, is shown in the table below.

**MEDIANS** are considered preferable to arithmetic averages in picturing prevailing family expenditures, because they are not distorted by extreme cases at the high or low end of the series.

## DESCRIPTION:

POPULATION	1,394,711
<i>(twice as large as Pittsburgh, Pa.)</i>	
Native white	909,843
Foreign-born white	460,476
Negro	23,529
Other races	863

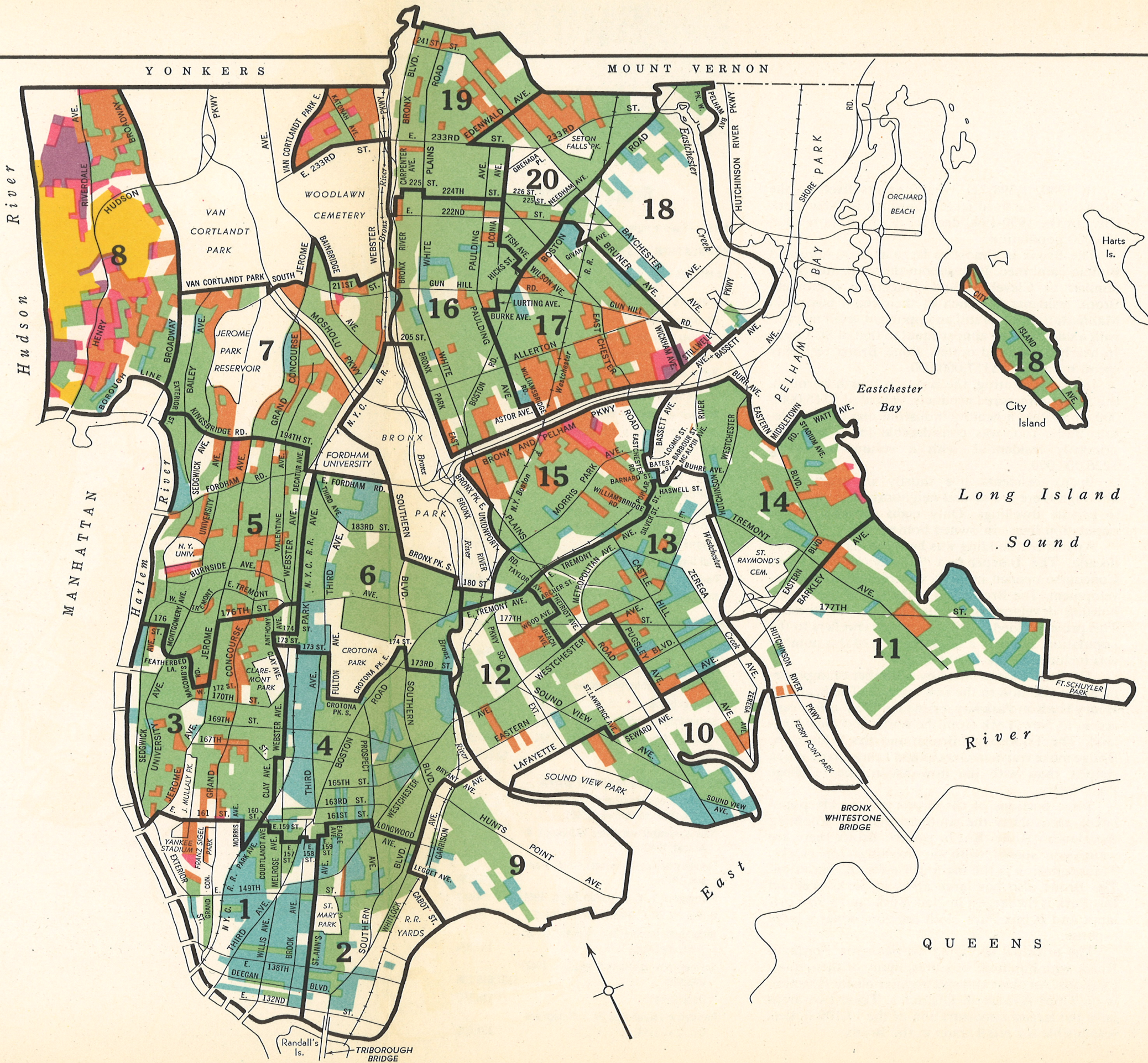
*Nearly three-fifths of the foreign-born are Russian and Central European Jews; one-sixth are Italians; Irish are most numerous among the balance.*

FAMILIES	377,843
—owner families	30,490
—tenant families	347,353

## FAMILIES BY MONTHLY RENT & ANNUAL EXPENDITURE GROUPS

Rental	Expenditure	
\$150 & up	\$10,000 & up	1,430
100-149	6,000-9,999	3,813
75- 99	4,500-5,999	10,852
50- 74	3,000-4,499	69,095
30- 49	1,800-2,999	229,797
40- 49	2,400-2,999	97,028
30- 39	1,800-2,399	132,769
Under 30	Under 1,800	56,947
Unknown		5,909

Median family expenditure	\$2,383
Average family expenditure	\$2,624
RESIDENTIAL STRUCTURES	60,956
—one-family houses	21,497
—two-family houses	16,072
—three-or-more-family houses	23,387





# BROOKLYN *Composite*

## Brooklyn Borough

Brooklyn is New York's largest borough in population. Its residents number 2,698,285. Only one American city outside New York holds more. It is one of the great markets of the world.

Most impressive among its major retail classifications is the food group, with a volume of more than \$289,000,000. This exceeds Manhattan's figure. Brooklyn has almost as many retail outlets as Manhattan, but their sales are confined largely to Brooklyn and other Long Island families. The volume per store is smaller than in Manhattan.

Brooklyn's retail sales total \$768,669,000. The largest shopping area is along Fulton Street, where the big Brooklyn department stores are located. Brooklyn has more than 2,500 wholesale establishments, also, doing a volume of more than \$625,000,000. Although well below Manhattan in industry, it is still an important manufacturing center. Its manufactured products for a normal year are valued in excess of \$870,000,000.

But Brooklyn is primarily a residential borough. Its bread-winners work mostly in Manhattan. Apartment dwellers are in the majority. But there are many thousands of one and two-family homes. Brooklyn Heights, a favorite residential section for workers in lower Manhattan, has many old homes. Newer home sections include Bay Ridge, Flatbush, and Flatlands. One of Brooklyn's points of interest is Coney Island which, on a warm summer holiday, will pack in a million New Yorkers along its beach and boardwalk.

During the 1930-1940 decade, many streets were widened and improved, eliminating bottle-necks and speeding up motor traffic. Most important of the new roads is the Belt Parkway System, which skirts Brooklyn's waterfront. Eventually this will connect Brooklyn and Manhattan by the Battery Tunnel, construction of which was stopped by the war.

Brooklyn grew steadily between the 1930 and 1940 Census, adding 137,884 people. Growth was aided by several large housing projects. Among the projects built or planned were Williamsburg, Red Hook, Kingsborough, Wallabout, and Fort Greene Houses.

**AREA**—Square miles . . . . . 71

**POPULATION** (U. S. Census, 1940) . . . 2,698,285

**FAMILIES** (U. S. Census, 1940) . . . . 717,121

### MANUFACTURES (U. S. Census, 1939)

Number of establishments . . . . .	4,910
Number of wage earners . . . . .	135,422
Value of manufactured products . . . . .	\$870,578,728
Value added by manufacture . . . . .	\$424,894,266

### WHOLESALE TRADE (U. S. Census, 1939)

Number of establishments . . . . .	2,523
People employed (yearly average) . . . . .	21,048
Net sales volume . . . . .	\$627,985,000

### RETAIL TRADE (U. S. Census, 1939)

Number of outlets . . . . .	38,745
People employed (Total—proprietors, full and part time employees) . . . . .	102,668
Proprietors . . . . .	36,696
Full time employees . . . . .	55,508
Part time employees . . . . .	10,464
Net sales . . . . .	\$768,669,000

### MAJOR RETAIL CLASSIFICATIONS (U. S. Census, 1939)

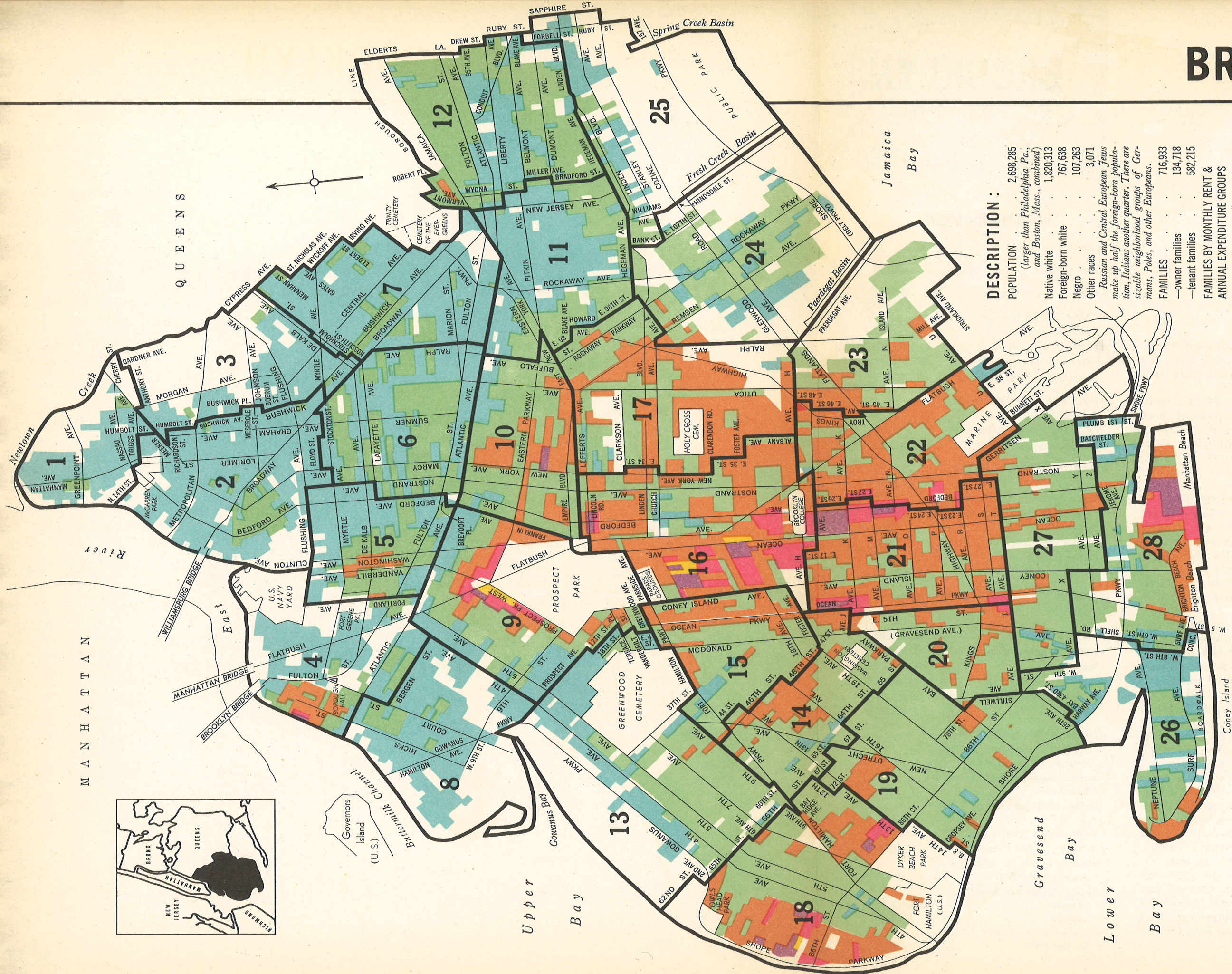
	Outlets	Sales
Food group . . . . .	18,801	\$289,292,000
Grocery & combination stores . . . . .	6,319	123,960,000
Apparel group . . . . .	3,721	83,017,000
General merchandise group . . . . .	1,790	77,066,000
Furniture & household . . . . .	1,285	39,364,000
Drug stores . . . . .	1,487	22,015,000

### MISCELLANEOUS MARKET DATA

Passenger car registrations (N. Y. State Motor Vehicle Bureau, 1940) . . . . .	300,308
New passenger car sales (Sherlock & Arnold, 1940) . . . . .	32,651
Families having radio sets (U. S. Census, 1940) . . . . .	668,277
Marriages (N. Y. C. Health Dept., 1941) . . . . .	30,874
Births (N. Y. C. Health Dept., 1941) . . . . .	45,324
Individual income tax returns (U. S. Treasury Dept., 1940) . . . . .	339,809
Savings (Savings Bank Assn., Dec. 1942)	
Deposits . . . . .	\$1,298,418,943
Depositors . . . . .	1,502,619
Residence telephones (N. Y. Telephone Co., Dec. 1941) . . . . .	253,185



BROOKLYN



**DESCRIPTION :**  
POPULATION 2,698,285  
(larger than Philadelphia, Pa.,  
and Boston, Mass., combined)  
Native white 1,820,313  
Foreign-born white 767,638  
Negro 107,263  
Other races 3,071  
Russian and Central European Jews  
make up half the foreign-born popula-  
tion, Italians another quarter. There are  
sizeable neighborhood groups of Ger-  
mans, Poles, and other Europeans.

**FAMILIES** 716,933  
—owner families 134,718  
—tenant families 582,215  
**FAMILIES BY MONTHLY RENT & ANNUAL EXPENDITURE GROUPS**  
Rental Expenditure  
\$150 & up \$10,000 & up 4,697  
100-149 6,000-9,999 13,313  
75- 99 4,500-5,999 26,779  
50- 74 3,000-4,499 116,625  
30- 49 1,800-2,999 302,848  
40- 49 2,400-2,999 124,846  
30- 39 1,800-2,399 178,002  
Under 30 Under 1,800 226,835  
Unknown 25,836  
Median family expenditure \$2,200  
Average family expenditure \$2,507

**DISTRICTS—name & number**

- |                    |                       |
|--------------------|-----------------------|
| 1 Greenpoint       | 15 Kensington         |
| 2 Williamsburg     | 16 Flatbush           |
| 3 English Kills    | 17 Holy Cross         |
| 4 Brooklyn Heights | 18 Bay Ridge          |
| 5 Fort Greene Park | 19 Bensonhurst        |
| 6 Stuyvesant       | 20 Gravesend          |
| 7 Bushwick         | 21 South Greenfield   |
| 8 South Brooklyn   | 22 Flatlands          |
| 9 Park Slope       | 23 Mill Basin         |
| 10 Eastern Parkway | 24 Canarsie           |
| 11 Brownsville     | 25 Spring Creek Basin |
| 12 Highland Park   | 26 Sea Gate           |
| 13 Sunset Park     | 27 Neck Road          |
| 14 Borough Park    | 28 Coney Island       |

**NOTES :**

BROOKLYN is divided into 28 survey districts. Each district represents, so far as possible, a homogeneous local trading area.  
**A SEPARATE MAP PAGE** for each district is included in this study. All statistical information is from the 1940 Federal Census.  
**COLORS** indicate median levels of rent and family expenditure. No area is colored which does not contain residential population. Since color represents only the median—or prevailing—family expenditure level for a given area, it will be seen that no single colored area need consist exclusively of families in that expenditure range. The total number of families in each range, regardless of location, is shown in the table at the right.  
**MEDIANS** are considered preferable to arithmetic averages in picturing prevailing family expenditures, because they are not distorted by extreme cases at the high or low end of the series.



# QUEENS

## Composite

Queens is the fourth borough of New York City. It is growing faster than any other borough. It had the largest gain from 1920 to 1930. And again the largest gain in the 1930-1940 decade. Population increased 218,505.

The 1940 population of Queens was 1,297,634. Only four American cities outside New York have more population. In area, Queens is the largest borough. In spite of continued heavy growth, it still offers vast spaces for development.

As improvement in transportation proceeds, the building pace quickens. New subway lines and extensions have influenced expansion in the 1930-1940 decade. Subway extension through Forest Hills to Jamaica is responsible for the mushroom apartment growth in Forest Hills. New bus service to subway terminals in Jamaica has provided easy and cheap transportation to new home owners in eastern Queens. The development of Districts 34 and 35, which have been added to the Queens picture, can be traced to this public improvement.

Residents of Queens work and shop in Manhattan and Brooklyn. But the borough nevertheless constitutes an important retail market. Annual retail sales exceed \$435,000,000. There are innumerable shopping centers. Jamaica Avenue in District 21 is a trading center for the entire borough, with large department stores, theatres, banks, and retail outlets of all kinds. Another important trading center is in Flushing, along Main Street.

Wholesale trade is small compared to some other New York City boroughs, but annual volume reaches \$200,000,000. Only Manhattan and Brooklyn exceed Queens in the value of manufactured products. Before the war stepped up production, volume was more than \$423,000,000. Long Island City, directly across the East River from Manhattan, is the largest industrial center.

Among the public improvements which have aided the growth of Queens are the Triborough and Whitestone Bridges, the Queens-Midtown Tunnel, and the new Independent Subway. The borough has been improved with many fine new roads, including Cross Island Parkway, Grand Central Parkway, and Cross Bay Parkway. Recreation facilities have been improved with the opening of Riis Park at the west end of Rockaway, Marine Park Bridge to the Rockaway Peninsula, and Flushing Meadows Park, site of the New York World's Fair.

Queens has many restricted residential districts where homes are protected by zoning regulations. For every apartment building in Queens there are ten single-family dwellings. It is a community of home-owners.

### Queens Borough

**AREA**—Square miles . . . . . 108

**POPULATION** (U. S. Census, 1940) . . . 1,297,634

**FAMILIES** (U. S. Census, 1940) . . . . 361,517

#### MANUFACTURES (U. S. Census, 1939)

Number of establishments . . . . .	1,544
Number of wage earners . . . . .	52,485
Value of manufactured products . . . .	\$423,431,391
Value added by manufacture . . . . .	\$202,805,613

#### WHOLESALE TRADE (U. S. Census, 1939)

Number of establishments . . . . .	584
People employed (yearly average) . . .	8,748
Net sales volume . . . . .	\$200,384,000

#### RETAIL TRADE (U. S. Census, 1939)

Number of outlets . . . . .	16,686
People employed (Total—proprietors, full and part time employees) . . . .	52,180
Proprietors . . . . .	14,472
Full time employees . . . . .	32,288
Part time employees . . . . .	5,420
Net sales . . . . .	\$435,102,000

#### MAJOR RETAIL CLASSIFICATIONS (U. S. Census, 1939)

	Outlets	Sales
Food group . . . . .	6,922	\$160,494,000
Grocery & combination stores . . . . .	2,567	76,211,000
Apparel group . . . . .	1,260	33,082,000
General merchandise group . . . . .	560	23,787,000
Furniture & household . . . . .	480	19,819,000
Drug stores . . . . .	697	13,071,000

#### MISCELLANEOUS MARKET DATA

Passenger car registrations (N. Y. State Motor Vehicle Bureau, 1940) . . . .	230,497
New passenger car sales (Sherlock & Arnold, 1940) . . . . .	28,094
Families having radio sets (U. S. Census, 1940) . . . . .	344,838
Marriages (N. Y. C. Health Dept., 1941) . . . .	12,233
Births (N. Y. C. Health Dept., 1941) . . . .	13,771
Individual income tax returns (U. S. Treasury Dept., 1940) . . . . .	200,243
Savings (Savings Bank Assn., Dec. 1942)	
Deposits . . . . .	\$223,379,225
Depositors . . . . .	329,530
Residence telephones (N. Y. Telephone Co., Dec. 1941) . . . . .	164,971



# QUEENS

## • NOTES:

**QUEENS** is divided into 35 survey districts. Each district represents, so far as possible, a homogeneous local trading area.

A **SEPARATE MAP PAGE** for each district is included in this study. All statistical information is from the 1940 Federal Census.

**COLORS** indicate median levels of rent and family expenditure. No area is colored which does not contain residential population. Since color represents only the median—or prevailing—family expenditure level for a given area, it will be seen that no single colored area need consist exclusively of families in that expenditure range. The *total* number of families in each range, regardless of location, is shown in the table below.

**MEDIANS** are considered preferable to arithmetic averages in picturing prevailing family expenditures, because they are not distorted by extreme cases at the high or low end of the series.

## DESCRIPTION:

POPULATION 1,297,634

(larger than St. Louis, Mo., and Cincinnati, Ohio, combined)

Native white 994,143  
Foreign-born white 276,588  
Negro 25,890  
Other races 1,013

The relatively small foreign-born group includes 30% Germans and other Central Europeans; 20% Italians; 10% Irish; balance from other European countries.

FAMILIES 361,689  
—owner families 132,889  
—tenant families 228,800

## FAMILIES BY MONTHLY RENT & ANNUAL EXPENDITURE GROUPS

Rental	Expenditure	
\$150 & up	\$10,000 & up	3,210
100-149	6,000-9,999	7,701
75-99	4,500-5,999	18,641
50-74	3,000-4,499	92,555
30-49	1,800-2,999	169,874
40-49	2,400-2,999	86,193
30-39	1,800-2,399	83,681
Under 30	Under 1,800	58,550
Unknown		11,158

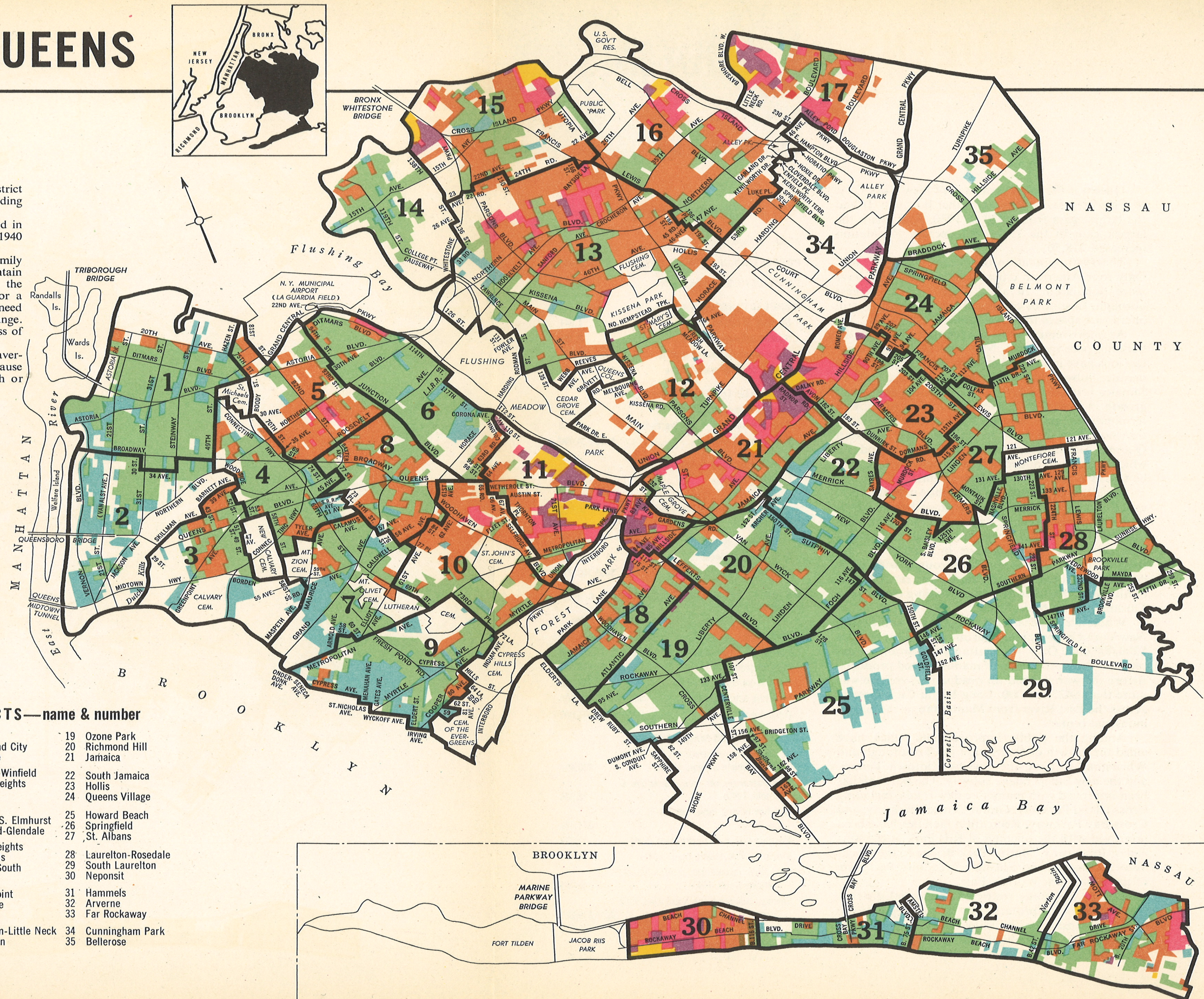
Median family expenditure \$2,630  
Average family expenditure \$2,918

RESIDENTIAL STRUCTURES 215,390  
—one-family houses 141,729  
—two-family houses 46,274  
—three-or-more-family houses 27,387

## DISTRICTS—name & number

1 Astoria	19 Ozone Park
2 Long Island City	20 Richmond Hill
3 Sunnyside	21 Jamaica
4 Woodside-Winfield	22 South Jamaica
5 Jackson Heights	23 Hollis
6 Corona	24 Queens Village
7 Maspeth	25 Howard Beach
8 Elmhurst-S. Elmhurst	26 Springfield
9 Ridgewood-Glendale	27 St. Albans
10 Nassau Heights	28 Laurelton-Rosedale
11 Forest Hills	29 South Laurelton
12 Flushing South	30 Neponsit
13 Flushing	31 Hammels
14 College Point	32 Arverne
15 Whitestone	33 Far Rockaway
16 Bayside	34 Cunningham Park
17 Douglaston-Little Neck	35 Bellerose
18 Woodhaven	

COPYRIGHT 1943





# RICHMOND *composite*

Richmond is New York City's smallest borough. It is better known as Staten Island. Because it has so much less population than any other borough, its importance as a market is often overlooked. However, it has more people than Miami, or Youngstown, or Hartford, or Flint. Population in the 1940 Census was 174,441.

Development of Staten Island is slowed by its transportation facilities. Its only access to New York City is by ferry boat. Three bridges connect it with the mainland of New Jersey.

Retail sales in Richmond exceed \$50,000,000. Staten Islanders do much of their major shopping in Manhattan and Brooklyn. The principal shopping center for the borough is in Port Richmond, but most of the villages have trading areas for necessity merchandise. There are more than 1,000 food outlets, with annual sales close to \$19,000,000. Wholesale trade is small, but the volume exceeds \$16,000,000.

Staten Island does considerable manufacturing, most of it in small factories. The value of manufactured products is more than \$80,000,000. This figure does not include tremendous increases due to the war—the bulk of them in the island's shipyards.

Staten Island has been settled for centuries. Several of its communities date back to the Dutch. Much of the island is open fields and woods, and a large portion of the west section is marsh land. Some of the open country is used for truck farms and nurseries.

Sailors Snug Harbor, home for retired seamen, is in Richmond. It is one of New York's wealthiest institutions. Here almost in the shadow of Manhattan's skyscrapers, is an active farm, with cows grazing in rolling meadows, or beside a placid stream.

And just beyond is the noise of the busiest harbor in the world—tugs and ferries piping shrill warnings, the deep whistles of big liners, tramps from every port of the world, ships of all kinds. For many years thousands of people who never heard of the Borough of Richmond made it their first American stop, when their ships anchored at Quarantine.

There are few apartments in Richmond. About 93 per cent of the people live in private dwellings and 43 per cent of the families own their homes. This is the highest figure for home ownership of any of New York City's boroughs. The island population increased 10 per cent in the 1930-1940 decade. This growing borough, with high home ownership, makes an attractive market for present and future cultivation!

## Richmond Borough

**AREA**—Square miles . . . . . 57

**POPULATION** (U. S. Census, 1940) . . . 174,441

**FAMILIES** (U. S. Census, 1940) . . . . 43,059

### MANUFACTURES (U. S. Census, 1939)

Number of establishments . . . . . 166

Number of wage earners . . . . . 6,080

Value of manufactured products . . . \$80,286,876

Value added by manufacture . . . . \$30,599,403

### WHOLESALE TRADE (U. S. Census, 1939)

Number of establishments . . . . . 76

People employed (yearly average) . . . 519

Net sales volume . . . . . \$16,413,000

### RETAIL TRADE (U. S. Census, 1939)

Number of outlets . . . . . 2,593

People employed (Total—proprietors, full and part time employees) . . . . 6,518

Proprietors . . . . . 2,307

Full time employees . . . . . 3,369

Part time employees . . . . . 842

Net sales . . . . . \$50,799,000

### MAJOR RETAIL CLASSIFICATIONS (U. S. Census, 1939)

	Outlets	Sales
Food group . . . . .	1,011	\$18,971,000
Grocery & combination stores . . . . .	500	11,484,000
Apparel group . . . . .	168	2,623,000
General merchandise group . . . . .	89	2,116,000
Drug stores . . . . .	86	1,602,000
Furniture & household . . . . .	68	1,492,000

### MISCELLANEOUS MARKET DATA

Passenger car registrations (N. Y. State Motor Vehicle Bureau, 1940) . . . . . 31,255

New passenger car sales (Sherlock & Arnold, 1940) . . . . . 3,225

Families having radio sets (U. S. Census, 1940) . . . . . 40,836

Marriages (N. Y. C. Health Dept., 1941) . . . 1,682

Births (N. Y. C. Health Dept., 1941) . . . . 2,758

Individual income tax returns (U. S. Treasury Dept., 1940) . . . . . 21,301

#### Savings (Savings Bank Assn., Dec. 1942)

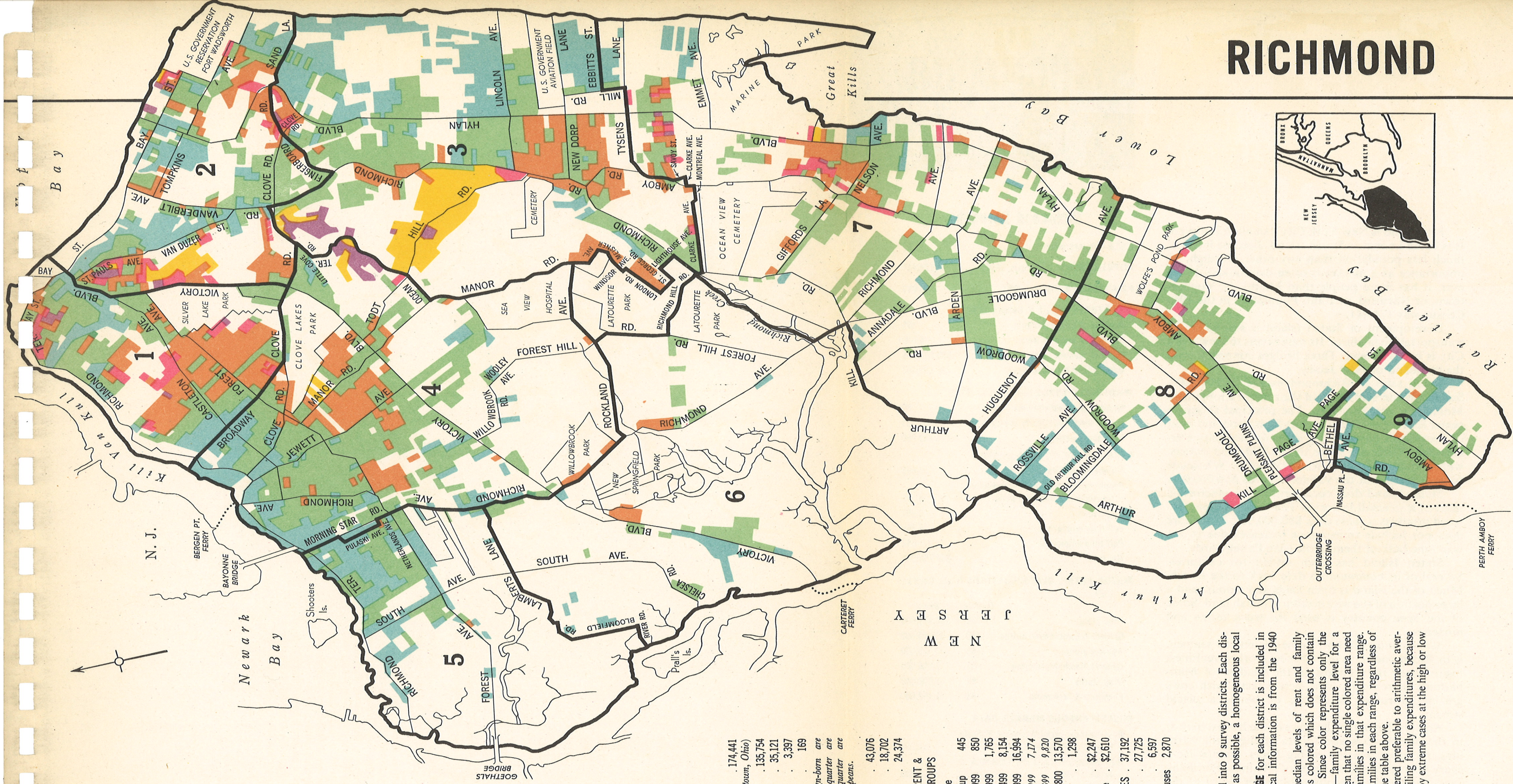
Deposits . . . . . \$32,230,102

Depositors . . . . . 58,663

Residence telephones (N. Y. Telephone Co., Dec. 1941) . . . . . 17,977



# RICHMOND



## DISTRICTS name & number

- 1 Brighton
- 2 Stapleton
- 3 Dongan Hills
- 4 Port Richmond
- 5 Mariner's Harbor
- 6 Travis
- 7 Great Kills
- 8 Prince's Bay
- 9 Tottenville

## DESCRIPTION:

POPULATION	174,441
(larger than Youngstown, Ohio)	
Native white	135,754
Foreign-born white	35,121
Negro	3,397
Other races	169

A third of the foreign-born are Italians; more than one-quarter are Scandinavians; another quarter are Russians and Central Europeans.

FAMILIES	43,076
—owner families	18,702
—tenant families	24,374

## FAMILIES BY MONTHLY RENT & ANNUAL EXPENDITURE GROUPS

Rental Expenditure	445
\$150 & up	\$10,000 & up
100-149	6,000-9,999
75-99	4,500-5,999
50-74	3,000-4,499
30-49	1,800-2,999
40-49	2,400-2,999
30-39	1,800-2,399
Under 30	Under 1,800
Unknown	1,298

Median family expenditure	\$2,247
Average family expenditure	\$2,610
RESIDENTIAL STRUCTURES	37,192
—one-family houses	27,725
—two-family houses	6,597
—three-or-more-family houses	2,870

## NOTES:

RICHMOND is divided into 9 survey districts. Each district represents, so far as possible, a homogeneous local trading area.

A SEPARATE MAP PAGE for each district is included in this study. All statistical information is from the 1940 Federal Census.

COLORS indicate median levels of rent and family expenditure. No area is colored which does not contain residential population: Since color represents only the median—or prevailing—family expenditure level for a given area, it will be seen that no single colored area need consist exclusively of families in that expenditure range. The total number of families in each range, regardless of location, is shown in the table above.

MEDIANS are considered preferable to arithmetic averages in picturing prevailing family expenditures, because they are not distorted by extreme cases at the high or low end of the series.